



**BUSINESS
OVERVIEW**

**July
2016**

Hispanica International Delights of America Inc

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OTC HISP

July 27, 2016



WHO IS HISPANICA INTERNATIONAL DELIGHTS OF AMERICA

Hispanica International Delights of America, Inc. (OTC: HISP) is a diversified Hispanic and Ethnic food and beverage company. The Company is executing growth from existing proprietary brands, a wholesale distribution division, and through an acquisition strategy by utilizing its public vehicle as a potential long-term exit strategy for the shareholders of the acquired company.

BOARD OF DIRECTORS

Fernando "Oswaldo" Leonzo - Founder and the Chairman & Chief Executive Officer

Prior to HISP, Mr. "Oswaldo" Leonzo has worked in the food & beverage industries for 14 years with several major import and distribution companies ranging from gourmet foods to ethnic food products. Mr. "Oswaldo" Leonzo has established long standing relationships with food & beverage manufacturers, as well as a solid clientele base of distributors throughout the U.S. in the Ethnic Food Distribution industry. Previously, he spent a decade in the financial services industry, including work with a major clearinghouse on Wall Street.

Robert Gunther - Founder and COO

Mr. Gunther 25+ years experience in manufacturing, marketing, and sales primarily in consumer goods. He has developed a large portfolio of accounts in both the retail and apparel industry. As Vice President of Premier Narrow Fabrics, where he was responsible for millions in sales for major accounts. His proven track record in guiding sizeable teams is supported by a history of outstanding customer and vendor relationships, while ensuring quality customer service.

John Romagosa – President and Director

Mr. Romagosa is currently the managing director and founder of Latin Sales & Marketing, LLC. LSM facilitates the emergence of major Latin manufacturers and US manufacturers. Mr. Romagosa was the managing director and partner of Falcon International Distributors, LLC, a leading ethnic foods distributor on the East Coast. Mr. Romagosa helped build that company from \$9 million in revenues to over \$100 million in revenues during his tenure before successfully selling the business in 2011. He has received Chamber of Commerce awards in New York and New Jersey, and has been responsible for the contribution of over a million pounds of donated products to food banks in the Northeastern United States.

Bassam Damaj, PhD - Director

Dr. Damaj is currently is the President and CEO of Innovus Pharmaceuticals, Inc. (OTCQB:INNV) Prior to joining Innovus Pharma, Dr. Damaj served as President and CEO of Apricus Biosciences, Inc. from December 2009 to November 2012. Dr. Damaj was also co-founder of Bio-Quant, Inc, where he was CEO, Chief Scientific Officer and director from 2000 until its acquisition by Apricus Biosciences, Inc. (NASDAQ:APRI) in December 2009. Dr. Damaj has proven international experience in drug development, commercial sales, over \$1billion in commercial partnerships completed, strategy development, operational management and people skills, financing and financial management, and stakeholder communications in public and private life sciences/biotechnology companies. Dr. Damaj holds a PhD. in Immunology/Microbiology from Laval University and completed a post-doctoral fellowship in Molecular oncology from McGill University.

MANAGEMENT

Nick Scribner - Director of Sales Texas

Mr. Scribner has over 18 years experience in retail being responsible for driving business and market growth in multiple retail facilities by assessing economic trends, changing demographics and competitive market share. His responsibilities have included developing action plans to achieve overall financial and marketing goals and initiatives, while ensuring the effectiveness of operations, merchandising, inventory, signing and pricing. Responsible for guiding the leadership development process by anticipating turnover, promoting opportunities to attract and retain a high performing diverse workplace.

Sam Pena - Director of Product Development

Mr. Pena has 14 years experience with food manufacturing and product development. As Manufacturing Manager, Mr. Pena oversaw production departments and took part in the research and development of new products. He holds a Green Belt certification in Lean 6 Sigma, HACCP Certification, Food Safety Certification, and an ISO Certification.

Fil Campos - Director of Sales California

Mr. Campos' career expands over forty years in the consumer product goods industry from retail to wholesale, food service to groceries, distributor to account manager. As co-owner of Assure Brands, Inc. Mr. Campos services numerous outlets in California with ten different brands.

ADVISORS TO THE BOARD

Patrick Cole - President, Armada Mercantile Ltd.

Mr. Cole was appointed a director of Armada Mercantile Ltd. on April 19, 1991 and has served as President since July 2, 1991. Mr. Cole is a seasoned venture capitalist and financier who has participated and raised million dollars from private investor clients and international banking contacts. Mr. Cole has cultivated relationships over the past 28 years with European banks, private equity firms and broker dealers worldwide. Mr. Cole has an extensive and successful background in raising capital, merchant banking, negotiating letters of intent and structuring transactions. Mr. Cole invests a substantial amount of time with client companies, investors and shareholder contacts, which Mr. Cole feels is key to future success.

HISP brands emulate the flavors, tastes, and traditions that have been known for generations among the Hispanic and other ethnic groups, which are now becoming part of the American mainstream diet.



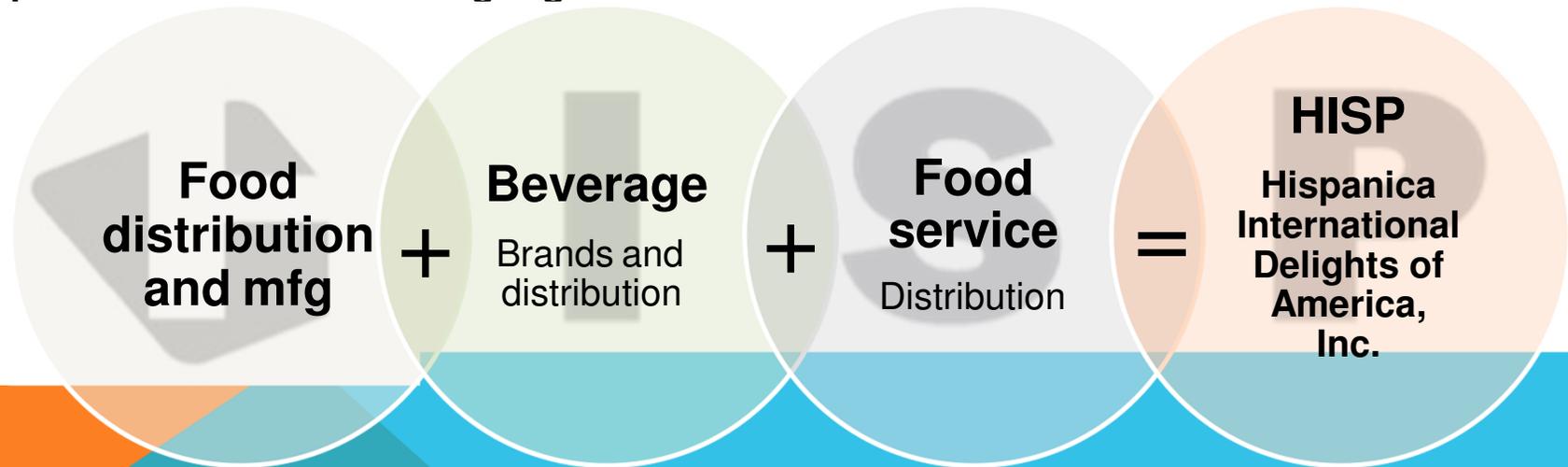
WHAT WE DO



- HISP distributes fruit juices, nectars, and milk based products
- HISP will soon will begin distributing food products like dry goods, preserves, and bakery products as well as other items in the beverage category such as teas, carbonated drinks.
- The brands distributed are under a proprietary basis (through distribution agreements and/or exclusive licensing arrangements and eventually outright ownership).
- HISP is also committed in building long-term relationships with its consumers by offering superior, high quality products at the most competitive prices.

BUSINESS SEGMENTS

HISP's objective is to grow as rapidly as possible (both organically and via strategic alliances and acquisitions) using the public capital markets for access to capital. The companies and assets sought by HISP will be those that already have market penetration in the following segments:



EXECUTION STAGES

1.

EXPANSION OF PROPRIETARY BRANDS

HISP exclusively distributes about \$400,000 in GRAN NEVADA (GN) products, and our objective is to try to grow the GN business to over \$1 million in 12 months. Our management team has over 30 years of combined experience in the Hispanic food and beverage industry to generate these sales.

2.

1st Acquisition DIRECT STORE DELIVERY (DSD)

Management has acquired the company's first DSD in an all cash purchase. HISP has new key personnel with previous managerial experience and success to begin the implementation of increasing sales of HISP to potentially growing the business with a target of \$5MM in revenues with Stages 1 & 2.

3.

MERGERS & ACQUISITIONS

HISP plans to continue its growth via mergers and acquisitions. Our next targeted acquisition company is currently generating \$10 million in revenues yearly and services the largest consumer market in the U.S.- The New York City Tri-State Region.

GRAN NEVADA PRODUCT EXPANSION



- **New Brands:**
 - **Horchata**
 - **Aguas Frescas**
 - **De Morro**
 - **Gran Nevada**
 - **Mango, Guava and Tamarind**

Brands with Exclusive Distribution



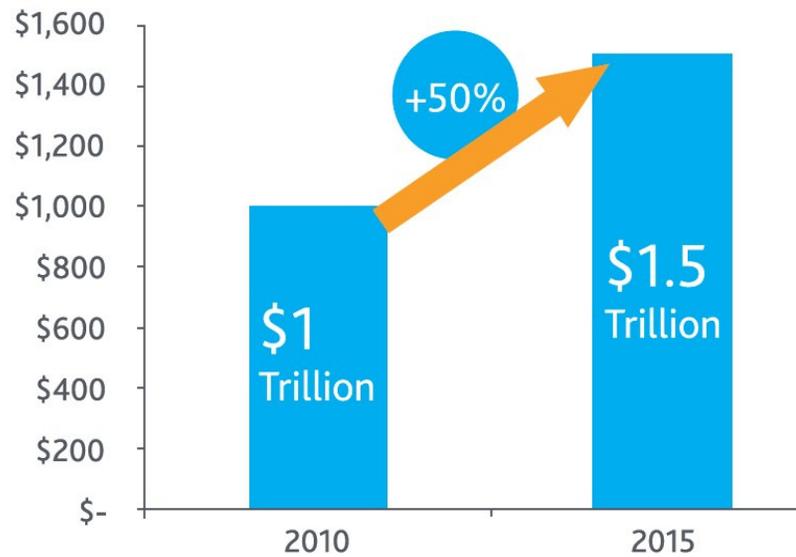
Distribution Into Major Retailers

Through its wholly owned subsidiary, Energy Source Distributors, Inc. (ESD), HISP now has access to top retailers in the Northern California market!



NOB HILL
FOODS

Projected Growth of Hispanic Buying Power



Source: Selig Center for Economic Growth, *The Multicultural Economy*, 2010

HISPANICS
CONSIST OF 50.5
MILLION PEOPLE
OR 16.3% OF THE
U.S. POPULATION.
THEY ARE
PROJECTED TO
REACH 24% IN
2050.

LATINOS IN THE U.S. ARE...



16.3%



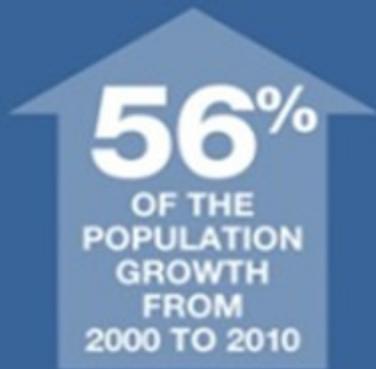
OF THE POPULATION



1 IN EVERY 6 INDIVIDUALS



1 IN EVERY 4 CHILDREN



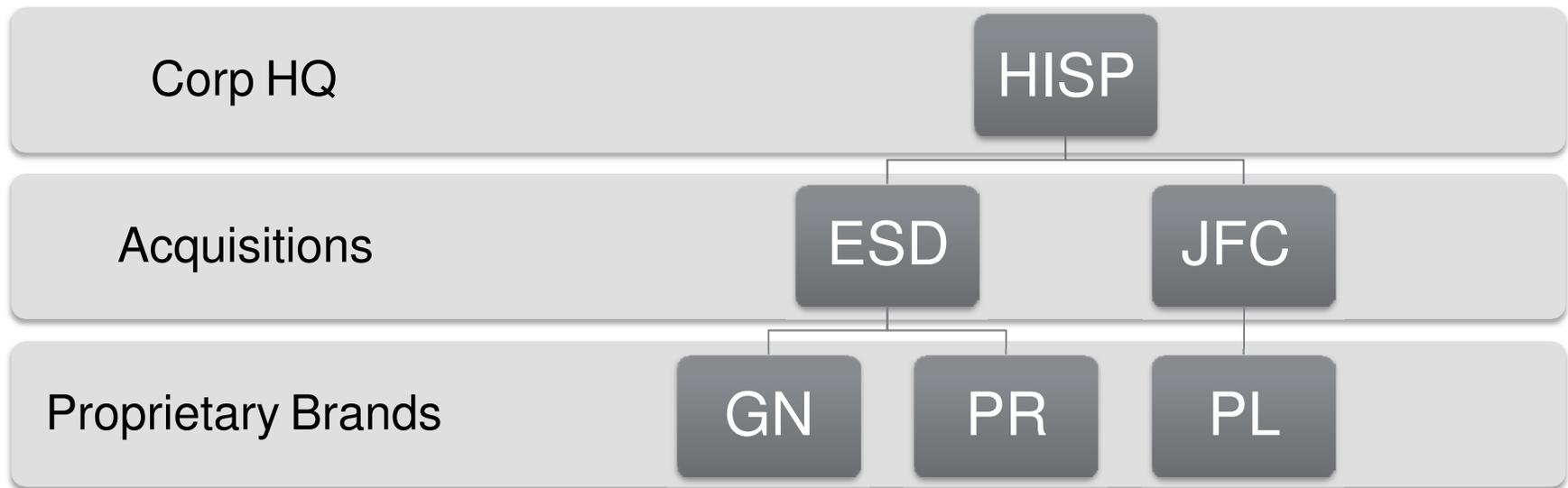
65.5%	MEXICAN
9.1%	PUERTO RICAN
3.6%	SALVADORAN
3.5%	CUBAN
2.8%	DOMINICAN
2.2%	GUATEMALAN
1.9%	COLOMBIAN

...AND MORE



LATINO
BRANDINGPOWER

CORPORATE STRUCTURE AFTER CLOSING THE FIRST TWO ACQUISITIONS



Legend: HISP= Hispanica International Delights of America, Inc.

ESD= Energy Source Distribution, JFI = J***** Foods, GN= GRAN NEVADA, PR = Plantain Republic, PL = Private Label Business

2016 Accomplishments

- **Opened \$7.5 MM Line of Credit**
- **Closed First Acquisition**
- **Identified multiple additional acquisitions, many of which should close during remainder of year**
- **Additional synergies once acquisitions are closed**

Why invest in HISP?

- **Strong, Proven Management Team with experience in ethnic foods and financial services**
- **Revenue Generating Company**
- **Fast Growing Industry**
- **In advanced discussions for additional profitable revenues generating acquisitions**
- **Extensive retail distribution**

GROWTH & OPPORTUNITY



- Expand Proprietary Brands!
- Acquire DSD infrastructures
- HISP to continue organic and strategic growth
- To become a Top 5 Company in the Ethnic Food Industry in the United States!

CONCLUSION



- HISP is one of the few pure play public companies in the large and growing Hispanic and ethnic foods industry.
- Our goal is to make the financial markets recognize HISP as the next potential growth story in the food industry with keys to success!

PUBLIC COMPANY INFORMATION

Ticker Symbol :	HISP
Stock Price :	\$0.75 (as of Jul 25 2016)
Market Cap :	\$9.6 MM (as of Jul 25 2016)
Shares Outstanding :	12,929,471 shares issued and outstanding (as of April 14, 2016)
52-Week Range :	\$0.50 - \$2.69
Fiscal Year End :	May 31

CONTACT INFORMATION

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